

CLAIMS

What is claimed is:

1. A method of tracking data, the method comprising:
 - receiving a request from a client, wherein the request includes a tracked data item;
 - selecting a handler based on the tracked data item;
 - obtaining response data from a data application based on the tracked data item; and
 - generating a response based on the response data using the handler.
2. The method of claim 1, further comprising providing the response to the client.
3. The method of claim 1, wherein the selecting step is further based on the client.
4. The method of claim 1, wherein the obtaining step includes:
 - retrieving a trackable object associated with the tracked data item; and
 - providing the trackable object to the data application.
5. The method of claim 1, wherein the obtaining step includes:
 - retrieving at least one measurable objective associated with the tracked data item; and
 - providing the at least one measurable objective to the data application.

6. The method of claim 1, wherein the generating step includes:
 - obtaining format data based on a response format; and
 - formatting the response data using the format data.
7. The method of claim 6, wherein the format data defines a predefined tracking standard.
8. The method of claim 1, wherein the generating step includes:
 - obtaining client data based on the client; and
 - formatting the response data using the client data.

9. A method of tracking data, the method comprising:

receiving a request from a client, wherein the request includes a tracked data item;
selecting a handler based on the tracked data item and the client;
obtaining response data for the tracked data item from a data application;
generating a response based on the response data using the handler; and
providing the response to the client.

10. The method of claim 9, wherein the obtaining step includes:

retrieving a trackable object associated with the tracked data item; and
providing the trackable object to the data application.

11. The method of claim 9, wherein the obtaining step includes:

retrieving at least one measurable objective associated with the tracked data item; and
providing the at least one measurable objective to the data application.

12. The method of claim 9, wherein the generating step includes:

obtaining format data based on a response format; and
formatting the response data using the format data.

13. The method of claim 12, further comprising obtaining client data based on the client,
wherein the formatting step further uses the client data.

14. A system for tracking data, the system comprising:

at least one handler for processing a request that includes a tracked data item; and

a management system for receiving the request from a client and selecting one of the at least one handlers based on the request;

wherein the selected handler obtains response data for the tracked data item and generates a response based on the response data.

15. The system of claim 14, further comprising a data application for providing the response data to the selected handler.

16. The system of claim 14, further comprising a client system for providing client data based on the client.

17. The system of claim 14, further comprising a format system for providing format data based on a predefined tracking standard.

18. A program product stored on a recordable medium for tracking data, which when executed comprises:

- program code for receiving a request from a client, wherein the request includes a tracked data item;

- program code for selecting a handler based on the tracked data item and the client;

- program code for obtaining response data for the tracked data item from a data application;

- program code for generating a response based on the response data using the handler; and

- program code for providing the response to the client.

19. The program product of claim 18, further comprising:

- program code for retrieving at least one of: a trackable object and at least one measurable objective associated with the tracked data item; and

- program code for providing the at least one of: a trackable object and at least one measurable objective to the data application.

20. The program product of claim 18, further comprising:

- program code for obtaining format data based on a response format;

- program code for obtaining client data based on the client; and

- program code for formatting the response data using the format data and the client data.